

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended) A computer-implemented method for generating an image, the method comprising

associating a first color and a second color with a fill sub-element of a markup language shape element, the fill sub-element capable of accepting pattern fill content;

applying a grayscale image as pattern fill content of the fill sub-element, the grayscale image containing multiple color tones based only on the combination of a first component color and a second component color, the first component color set to the first color and the second component color set to the second color, and wherein a plurality of said multiple color tones are rendered using at least some of the first component color and at least some of the second component color;

displaying at least the element to a user, the multiple color tones of the grayscale image pattern fill content of the sub-element rendered based only on a combination of the first component color and the second component color;

allowing the user to select respective first and second colors from a plurality of colors to be applied to the first component color and the second component color;

updating the first color associated with the fill sub-element with the selected first color and the second color associated with the fill sub-element with the selected second color; and

displaying at least the element to a user, the multiple color tones of the grayscale image pattern fill content of the fill sub-element rendered based only on a combination of the first component color and the second component color, the first component color set to the updated first color and the second component color set to the updated second color, and wherein the plurality of said multiple color tones in said grayscale image rendered using at least some of the first component color and at least some of the second component color are rendered using the updated first component color and the updated second component color.

2-4. (canceled)

5. (previously presented) The method of claim 1 further comprising incorporating the element into an electronic product design, and displaying the electronic product design to a user.
6. (Currently Amended) A color image system comprising at least one server system configured with non-transitory computer-readable memory having computer readable program instructions stored thereon for allowing a user to edit an electronic product design, the electronic product design having, a color image software system encoded on one or more computer readable media, the system having one or more markup language elements having a fill sub-element with respective associated first and second colors and having respective grayscale image content inserted therein, the grayscale image content containing multiple color tones based only on the combination of a first component color and a second component color, the first component color set to the first color and the second component color set to the second color, and wherein a plurality of said multiple color tones are rendered using at least some of the first component color and at least some of the second component color[;], the computer readable program instructions comprising computer code for applying the respective first color associated with the fill sub-element of a respective element as the first component color of the respective fill sub-element and applying the respective second color associated with the fill sub-element of the respective element as the second component color of the respective fill sub-element; computer code for supplying at least the respective element to a user computer for displaying to a user such that the multiple color tones of the grayscale image content rendered based only on a combination of the first component color and the second component color; computer code for allowing the user to select respective first and second colors from a plurality of colors to be applied to the first component color and the second component color associated with the respective fill sub-element;

computer code for updating the first color associated with the respective fill sub-element with the selected first color and the second color associated with the respective fill sub-element with the selected second color; and

computer code for supplying at least the respective element to the user computer for display to the user such that the multiple color tones of the grayscale image pattern fill content of the fill sub-element rendered based only on a combination of the first component color and the second component color, the first component color set to the updated first color and the second component color set to the updated second color, and wherein the plurality of said multiple color tones in said grayscale image rendered using at least some of the first component color and at least some of the second component color are rendered using the updated first component color and the updated second component color.

7. (canceled)

8. (Currently Amended) The system of claim 6 wherein the respective element is a markup language shape comprising a fill sub-element and the grayscale image is applied as a pattern fill in the fill sub-element of the shape.

9. (previously presented) The system of claim 7 further comprising computer code for incorporating the respective element into an electronic product design, and computer code for displaying the electronic product design to a user.

10. (Currently Amended) A color image generation program encoded on one or more computer readable media and adapted to execute in a browser program running on a user computer, the program comprising computer code adapted to display a markup language element having a fill sub-element at the user computer, the fill sub-element having a grayscale image applied as content and having a first color used as a first color component of the grayscale image and a

second color used as a second color component of the grayscale image, the grayscale image containing multiple color tones based only on the combination of the first component color and the second component color and comprising a plurality of said multiple color tones rendered using at least some of the first component color and at least some of the second component color,

computer code adapted to display at least one color selection tool to the user of the user computer, and

computer code, responsive to the selection of one or two colors by the user, adapted to modify the grayscale image content by applying the one or two selected colors as one or both of the respective first component color and second component color of the grayscale image.

11. (cancelled)

12. (previously presented) The program of claim 10 further comprising  
computer code adapted to incorporate the element into an electronic product design,  
and  
computer code adapted to display the electronic product design to the user.

13-15. (cancelled).

16. (Currently Amended) A computer-implemented method of displaying an electronic product design at a computer executing a browser program, the method comprising  
receiving electronic product design information, the information including at least one markup language element having a fill sub-element, the fill sub-element associated with a first color and a second color and having grayscale image content, the grayscale image content containing multiple color tones based only on the combination of a first component color and a second component color and comprising a plurality of said multiple color tones rendered using at least some of the first component color and at least some of the second component color, and identifiers of a plurality of colors, and

processing the received information in the browser program to display an electronic product design to a user, the electronic design including at least one element, the image content of the fill sub-element of the at least one element being generated by applying the associated first color of the at least one element as the first component color of the grayscale image content and the associated second color of the at least one element as the second component color of the grayscale image content.

17. (previously presented) The method of claim 16 further comprising
  - allowing the user of the computer to select a first selected color from the plurality of colors,
  - after selection of the first selected color, modifying the product design by applying the first selected color as the first or second component color of at least the grayscale image, and
  - displaying the modified displayed electronic design to the user.
18. (Currently Amended) One or more non-transitory computer readable media encoded with computer executable instructions for performing the method of claim 1.
19. (previously presented) The method of claim 5 further comprising allowing the user to place an order for the production of one or more products from the electronic product design.
20. (Currently Amended) One or more non-transitory computer readable media encoded with computer executable instructions for performing the method of claim 16.
21. (previously presented) The method of claim 17 further comprising allowing the user to place an order for the production of one or more products from the electronic product design.
22. (previously presented) The method of claim 17 further comprising
  - allowing the user of the computer to select a second selected color from the plurality of colors,

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after selection of the second selected color, modifying the product design by applying the second selected color as the other of the first or second component color of at least the grayscale image, and  
displaying the modified displayed electronic design to the user.